

# Educate Beneficiaries About Medicare

The Health Care Financing Administration (HCFA) has developed this group of materials to help your organization and its members and affiliates reach and educate beneficiaries in the pilot States. These materials include factsheets and promotional materials for communications about Medicare. Some of the attached materials are ready for reproduction; others have a fill-in-the-blank format for inserting customized information that your organization will supply. Some materials can be downloaded from the National Education Medicare Program (NMEP) Partners Web site at [www.medicare.gov/nmep](http://www.medicare.gov/nmep); additional copies of others can be ordered by using the forms provided.

The factsheets, brochures, and other items in this group can be used in pilot States designated by HCFA to introduce new Medicare information resources, such as toll-free 800 numbers and the new *Medicare & You* handbook, which are not yet available everywhere.

The materials address educational needs identified as part of the NMEP. They address two important educational objectives:

- ★ Increase general understanding of Medicare and how it works.
- ★ Keep beneficiaries, their families and loved ones, and service providers who work with them informed about changes in Medicare.

## Why Use These Materials?

- ★ Make your organization the source of the latest information on today's Medicare.
- ★ Cut through the "clutter of information" about current and future Medicare plan option expansion.
- ★ Clarify general Medicare issues, including changes that offer more plan options and benefits.
- ★ Promote your organization's interest in Medicare as an issue of importance to your members or constituents.
- ★ Demonstrate your group's commitment to serving beneficiaries.

## Use the Camera-Ready Materials

- ★ Distribute the materials at health fairs, in doctors' offices, in managed care plans, in clinics, and at events where members of the public come to learn about health.
- ★ Include them as promotional items in mailings.
- ★ Provide the materials to other organizations you work with (e.g., hospitals, employers, religious and other community groups) in an effort to educate beneficiaries.
- ★ Send them to people who contact your organization with questions about Medicare.
- ★ Provide the materials as handouts in one-on-one counseling of Medicare beneficiaries.